

Angelica Sirotin

Going Global Ventures



**AI. It's Beyond
Technology.**

Virtual AI Conference
Wednesday, May 6th 4:00 PM - 7:00 PM CEST / 10:00 AM - 1:00 PM EDT



SWISS
COGNITIVE

Market Overview: Who is Gen Z in The Global Economy?

Demographic

- **Timeline:** Born between 1997–2012
- **Global Size/Workforce:** By 2020, Gen Z will be 1/4 of population

Key Characteristics

Implications

Digital Natives

Born into an era of digital transformation

Digital Maturity

Expect enterprises to be **digitally mature**

AI Natives

Adapted to AI climate as part of second wave of digitalization, inspired by AI transformation

AI Driven, Transformation Inclined

Expect employers to have **AI strategy**, emphasize transformation

True Generation

Values truth, honesty, transparency, accountability, responsibility

AI For Good

Expect AI to be used for **social good**, XAI/ethical AI **advocates**

Engaging Gen Z in The Digital Economy

Key Areas

Transformation



Social Impact

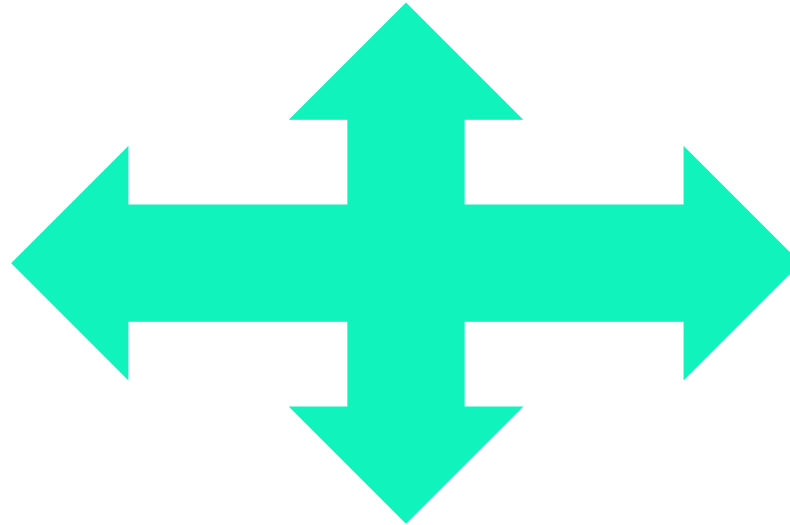
- Gen Z is interested in carrying out **digital transformation**
- Gen Z thrives in an **inclusion-first** workplace
- Gen Z is **not** interested in firms that do not have an AI strategy, aren't digitally mature, and aren't pioneering solutions
- **Accountability, responsibility, ethical** measures are **key** to connecting with the True Gen

- Gen Z is the most **purpose-driven** generation yet
- Gen Z believes all **AI solutions** should serve the human
- Social impact is a **top motivator** for Gen Z employment decisions
- Gen Z believes AI is the only way to unlock a **people-oriented** economy

Key Themes Where Gen Z Is Driving **Digital Innovation**

Emphasis on AI For Good

**Sustainable
Planet**



**Education
2.0**

Digital Social Impact

Get in Touch

Venture Entrepreneur, Founder, Gen Z Digitalization Expert and Advisor



Angelica Sirotin is an up and coming venture entrepreneur, founder, and Gen Z Digitalization Expert. She serves as the official Gen Z Digitalization Advisor to Going Global Ventures. Angelica is one of the select few leading voices that is providing insights on her generation in the critical areas of digital transformation, AI, and the Future of Work. Her insights on Gen Z have previously been published in InformationWeek Magazine, and she regularly publishes her novel perspectives as part of her Gen Z digital transformation focused magazine, The Angelica Factor. Angelica is also the Executive Producer and Co-host of the Digital Pioneers Dialogue podcast, a show featuring insights from top global AI industry leaders. She is also a 2017 recipient of the National Academy of Future Scientists and Technologists Award of Excellence.

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